

LATEST AUTO NEWS AND GOSSIP

SMOOTH WORK.

(From the New Haven Register.)
"How did Hicks manage to reform that nagging wife of his?"
"Bribed her masseuse to tell her that making caused wrinkles."

BISURATED MAGNESIA

For Acid Stomach

Heartburn, Belching, Sour Acid Stomach, Gas in Stomach, Dyspepsia, Indigestion, etc., take a teaspoonful of Bisurated Magnesia in a half glass of hot water after eating. Is safe, pleasant and harmless to use, and gives almost instant relief. It neutralizes stomach acidity and sweetens the food contents so that digestion is easy and painless. Sold by Druggists everywhere.—Advt.

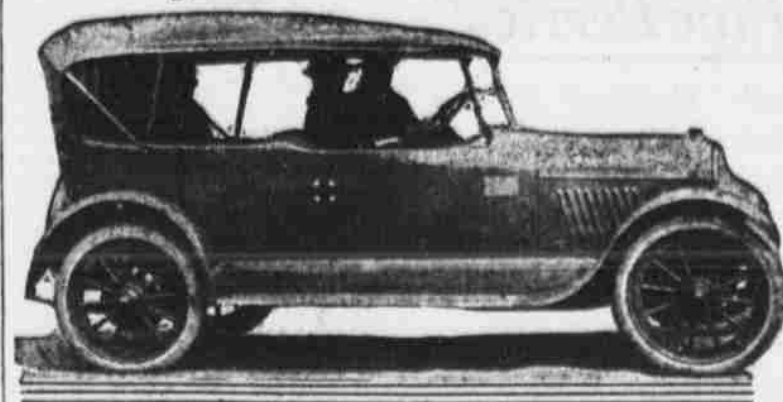
ORPHANS' ASSOCIATION NEEDS MORE OUTING CARS

Splendid progress is being made in the preparations for the annual outing which the motor tradesmen of this city are to give to some 5,000 orphan children June 19th at Bronx Exposition and Amusement Park, 177th Street and Bronx River.

The dealers are being appealed to by Frank Carra, President of the association, to loan their cars for one day in order to transport the children to the park.

Milk has been donated by the Bordens Farm Products Company and drinking cups by Mono-service Company of Newark. The city has donated the use of the New York Municipal Band.

Car Presented to Red Cross By the New York Decorators



REO TOURING CAR

TIRE LIFE, TUBE QUALITY.

"What the heart is to the body, the tube is to the tire," is one way of expressing the importance of inner tubes from the standpoint of tire mileage, judging from the stress placed upon tube quality by one of Akron's leading tire men.

"The car owner can't be too careful in his selection of inner tubes," declares F. C. Miller, General Sales Manager of the Miller Rubber Company of Akron. "At the Miller, in order to overcome air leakage, we build our tubes with layer on layer of pure rubber. If a tube is of but one thickness and rolled out at one time, there is almost certain leakage of air which results in poor service and tire trouble."

BUICK'S SALES DIRECTOR.

The appointment of Earl H. Wilson to the position of director of sales is another important addition made to the personnel of the sales department of the Buick factory.

Mr. Wilson was formerly Manager of the Philadelphia branch of the Buick Motor Company. For several years he has been connected with his present company in sales promotion work and is conversant with the dealers' and purchasers' situation throughout the country.

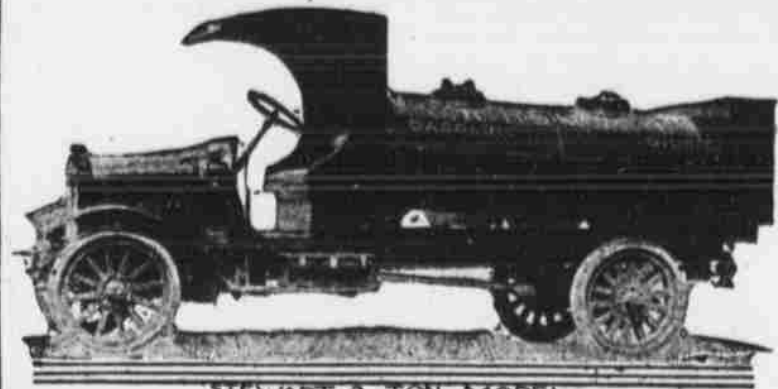
Mr. Wilson as director of sales will be closely identified with Mr. E. T. Strong, General Sales Manager.

WELL KNOWN BUSINESS MEN ENTERING TRUCK BUSINESS

"The growth of the automobile truck industry and the immense future upon which this form of transportation is entering, with our greatly awakened interest in road building, is attracting to the business as dealers and distributors many of the ablest and most successful men in the country," said Eugene P. Herrman, President of the Herrman Motor Truck Company, local Stewart distributors, yesterday.

"For instance, there is W. A. Parsons, the Stewart truck distributor in Atlanta, formerly one of the Standard Oil managers and Cuban sugar magnates. Another is Charles West, distributor for the Stewart in New England. Mr. West was a well known telephone man in the East and was formerly President of the Atlantic City Telephone Company."

Popular Truck Now Being Used In Active Lines of Business



STEWART 2-TON MODEL

COAST-TO-COAST TRACTOR.

Last Thursday afternoon, following a send-off luncheon at the Automobile Club of America, this city, a wheat tractor started on a transcontinental trip, the first tour of the sort ever made by a tractor. Its ultimate destination is Los Angeles. This unusual undertaking is designed primarily as a definite demonstration that a farm tractor can be worked as efficiently on the road as in the field, provided it is properly equipped. A crew of ex-army men, including Lieut. T. H. Irwin, formerly a United States Air Service flyer; Lieut. Robert E. Mackenzie, late of the Tank Corps; Lieut. Howard S. Tiffany, recently with the Ordnance Department, and others will pilot the tractor in shifts.

The wheat tractor is equipped with road wheels and solid Firestone tires, which are standard equipment. Attached to it is a trailer which carries a three-bottom plough and a set of wide, cleated tractor wheels for use in ploughing and other farm work. The power plant is a Beaver motor with Berling magnetos. Timken and Hyatt bearings are used.

CHALMERS' GOOD RECORD.

Over twenty-three miles to the gallon is the gasoline record made by a Chalmers in Ohio according to information received yesterday by Harry J. DeBor, Chalmers branch manager here.

"This is, perhaps, a little higher than the average Chalmers consumption," remarked Mr. DeBor. "But it is all the more sensational when it is known the record run was made with three passengers and over dirt roads near Bellevue, Ohio, where great quantities of sand make auto touring very hard at places."

CHANGE FIRM NAME.

Without any change in its personnel, the Brady-Murray Motors Corporation, distributor of the Chandler-Six, last week became the Hulet Motor Car Company, Inc., taking its new name from J. B. Hulet, its President.

This company has been successful under Mr. Hulet's administration, and with the same organization throughout will continue to handle Chandler sales and service on Broadway at Sixty-second Street.

AMERICAN The Balanced Six

YOU, Sir (or Madam), who are thinking at this moment of your this year's car—you owe it to yourself to become acquainted with this balanced AMERICAN Six.

'AS GOOD AS ITS NAME'

44-Horsepower 122-inch Wheel Base

\$1765

Manhattan - American Motor Car Co., Inc. 150 WEST 57TH STREET Just Off Broadway



Authorized Exchange Dealers for NEW AND USED

BUICKS

Glidden Motor and Supply Co., 239 West 58th St. One Door East of Broadway

15 Maxwell Trucks Ran 109,700 Miles at a Total Repair Cost of \$313.07

THESE are figures taken from owners' books. 10,000 owners of Maxwell trucks have been asked to send us their operating costs. The first fifteen received contained these amazing figures—109,700 miles at a repair cost of \$313.07.

Three of these Maxwells turned 60,000 miles at a repair cost of \$150. A fourth ran 5500 miles at a repair cost of 25 cents. A fifth, 5000 miles at a repair cost of \$1.

Another, 7000 miles and the expense of keeping it on the road was \$2.50.

All told, the repair cost was just .002 plus per mile! And by repairs we mean the total for parts and labor.

So obvious, so well known has become the economy of Maxwell trucks in regard to gas, oil, and tires, that it is no longer an item of news.

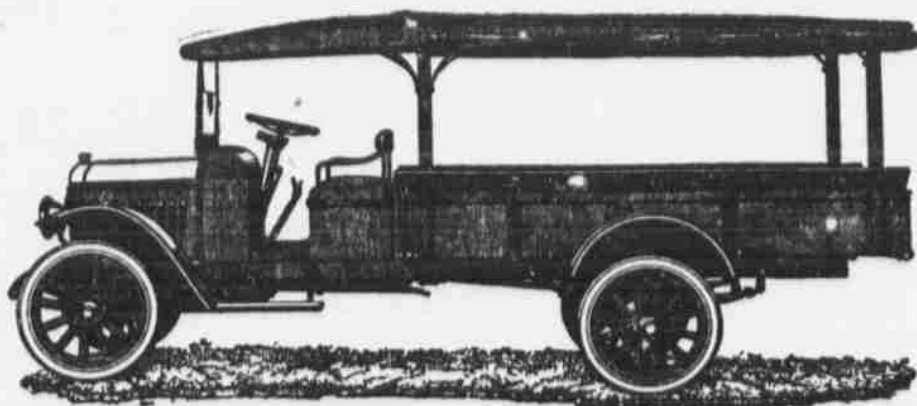
15, 16, even 20 miles to the gallon on gas, and 200 miles to the gallon of oil, or 8,000, 9,000 and 10,000 miles to a tire is a matter of common occurrence.

But the main point about a Maxwell truck is this: it runs on, and on and never quits going.

It is efficient.

It's a great money earner because it's a great money saver. Many Maxwells pay back their cost in a year's time.

Price for chassis \$1085 f. o. b. Detroit.



Maxwell Motor Sales Corporation

New York Branch, 1808 Broadway

Corner 59th St., New York City

Phone Circle 5550

OPEN EVENINGS

BRONX BRANCH, 175th Street and Grand Concourse

A BOOM TO TIRE BUSINESS.

Just as forecast by one of the directors of the Keystone Tire and Rubber Company, the drop in the price of tires did have a tendency to increase the business of Keystone stores.

Not only is the distribution of tires greater than ever from the headquarters at Broadway and Sixty-second Street but the Hatawa factory is also working at full speed to turn out the necessary number of tires required to fill all the orders.

RELATED.
(From the Kansas City Journal.)
"In this production little Eva and St. Clair actually have a family romance. Is the little Eva really St. Clair's daughter?"
"No, but they are related all right. St. Clair is little Eva's son."

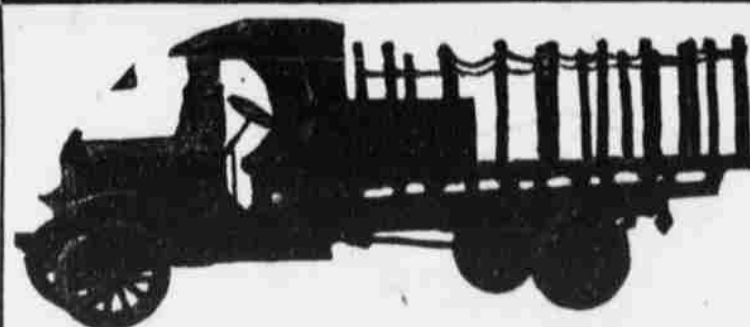


STANDARD OIL CO. OF N.Y.
The sign of a reliable dealer and the world's best Gasoline

No delayed starts or stalling with real power-full gasoline

See Friday's issue of the New York Evening World for a list of dealers who display the SoCony sign

SO CONY MOTOR GASOLINE



Choice in 27 Countries

STEWART stands for simplicity. It has 600 to 700 fewer parts than the average truck. It is therefore practically free from the disorders resulting from complicated design. Simplicity established Stewart's great reputation for continuous service.

The Stewart saves money on fuel, because more than 90% of all the power produced is delivered at the rear wheels. Stewart design also absorbs road shocks from tires and working parts. That gives the truck long life and saves tire wear.

The Stewart is used in more than 200 different lines of business. Many owners operate fleets of from 5 to 50. It is the truck that will best answer your transportation needs.

Send for free booklet "How to Choose a Motor Truck." HERRMAN MOTOR TRUCK CO., INC. 807-815 W. 57TH ST., N. Y. Phone Col. 5573-3

Stewart

GRANT SIX

5-Pass. Touring \$1120

5-Pass. Sedan \$1645

6-PASS. DEMOUNTABLE SEDAN, \$1420. F. O. B. Cleveland

THE real strength or weakness of a man's character isn't always revealed till the trying moment comes. Then the tailor's best art avails nothing. The real man can't hide.

Same way with motor cars—takes time and test to show up the good ones. Five years' success, constantly growing sales seem to speak well for the way Grant Six stands the searching test.

IMMEDIATE DELIVERIES

L. W. MULFORD CO., Inc.,

BROADWAY AT 61st ST. Phone Columbia 5072

BROOKLYN Salesroom and Service Station, 400 Sterling Place. Phone Decatur 4000.



They Greatly Outwear Their Guarantee

EVERYTHING honest and lasting that goes into other highest grade tires is used in the Perfection Tire, AND in addition an open-weave asbestos strip woven by us AND an extra ply of the strongest Sea Island Cotton AND our own special Rubber Compound.

The Asbestos protects the Cotton, both against wear and against the high degree of heat needed for the thorough cure of the Rubber. This asbestos, soft as silk and tough as a steel spring, forms an inseparable union with the rubber in the curing process, making blisters impossible, making tread separation impossible—doing away with the twin evils which ruin other tires.

Made by master workmen, expert eyes watching each stage of the making, rigidly inspected by automatic devices intelligently controlled and rejecting every imperfection. Everything humanly possible combines to make the Perfection Tire PERFECTION.

Every tire is properly balanced, every tire is just resilient enough to afford the greatest comfort in riding for the most wear, and the most wear for the greatest comfort in riding.

A prime luxury at the cost of a staple necessity.

PERFECTION TIRES



Perfectly Made from Perfect Materials

6,000 Miles Absolutely Guaranteed Ford Sixes Guaranteed 7,500 Miles

PERFECTION TIRE & RUBBER CO., Fort Madison, Iowa

EASTERN SALES DEPT. 250 West 54th Street New York, N. Y.

Export Distributors NEMOURS TRADING CORPORATION 151 Fifth Ave., New York, N. Y.

SUNDAY WORLD WANTS WORK WONDERS.